

CASE STUDY | MICHAEL KORS

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Michael Kors switches to faster way of counting cash

Michael Kors is one of the world's best-known luxury fashion brands. Founded in 1981 by the eponymous fashion designer, it has over 600 stores across the world. These are operated either directly or through licensing partners in some of the most prestigious cities in the world, including New York, Beverly Hills, Chicago, London, Milan, Paris, Munich, Istanbul, Dubai, Seoul, Tokyo, Hong Kong, Shanghai, and Rio de Janeiro.

“Prior to introducing Cashmaster One Max™, we counted cash by hand — a laborious and time-consuming process for our sales associates. We knew there must be a better way and approached Cashmaster.”

— Senior Operations Manager

Trial run

Michael Kors trialled the Cashmaster One Max™ in three of its stores – in New York, Florida, and Texas. During this time, the Cashmaster team worked with store operations managers to understand the existing cash handling operations and identify ways of streamlining their cash management.

Within a very short time after the brief training session delivered by Cashmaster, the Michael Kors teams felt comfortable using the new devices and immediately realized the many advantages of the new technology.



Key facts: Luxury global fashion retailer specializing in accessories, footwear, watches, jewelry, women's and men's ready-to-wear, wearable technology, eyewear, and a full line of fragrance products.

Stores: Michael Kors operates 600 retail outlets in North America and the UK.

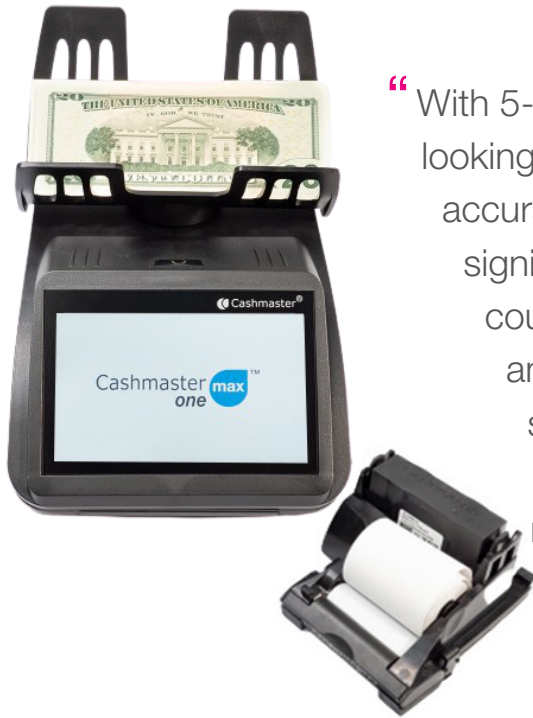
Trial period: 45 days in each of the three stores.

Training: In-store consultation and training provided by Cashmaster.

Purchased: Cashmaster One Max™ devices together with Cashmaster printer One.

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Although staff at Michael Kors had never previously used count-by-weight devices, the intuitive touch screen user interface of the Cashmaster One Max™ felt familiar to them. As a result, they quickly mastered its many advanced features.



“With 5-8 cash registers in each store, we were looking for a device that was both quick and accurate. The Cashmaster One Max™ has significantly reduced the time we spend counting cash, preparing start banks, and organizing cash pick-ups. Our sales associates’ time is freed up to concentrate on more important matters, namely our customers.”

—Senior Operations Manager

Following the trial, Michael Kors made an initial purchase of our flagship product, the Cashmaster One Max™, along with Cashmaster printer One, for use in their highest volume outlets.

What Michael Kors Chose:

Cashmaster One Max™

Counts bills, coins, rolls	✓
Counts non-cash items - coupons, vouchers, other	✓
Manual entry for non-cash items	✓
Display	5.0" Color
Screen resolution	800x480
Input method	Touch
Multi-language UI	✓
Multi-count modes	✓
Accuracy	100%
ID Entry (Cashier, register, #)	Alphanumeric
Start bank capability	✓ (Advanced)
Multi-register memory - count storage	✓ (Up to 500)
Built-in reporting system	✓
Currency support	Up to 8
Software update support	USB
Integration/data output capability	✓ including HID output
Connectivity	Serial/USB/Ethernet
Optional integrated printer	✓
Built-in help function	✓